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EXTENSION SERVICE *Review*

December 1940

Christmas turns thoughts homeward.
Better homes are featured in the articles
on the new housing act and the Wash-
ton State housing program.

Next Month

- Everybody wins in the Tennessee community contests which involve 700 rural communities. Accomplishments run from fresh-painted mail boxes to gleaming new hospitals and modern school cafeterias. Anything worth while enters in the final community score. Extension workers like it because it utilizes all the facilities of the Extension Service. You won't want to miss the story of Tennessee communities.

- What would you say if asked to list the 10 things you could do to make the office a pleasanter place to work? The 27 extension workers taking the course in office management last summer at the University of Wisconsin did this, and you can read an analysis of their replies in an article by Karl Knaus, teacher of the class.

- Work with young men and women occupied one session of the annual meeting of the Association of Land-Grant Colleges and Universities in both the agricultural and home economics sections. In preparation for the meeting, a questionnaire was sent to each State. The results of this questionnaire, a survey of last year's annual reports, and the discussions at the meeting are the basis for an article called "A Challenge and a Promise."

- Seven years of experience in systematic and step-by-step training of volunteer leaders are back of Mrs. Verona Lee J. Langford's article on the training of leaders in Pitt County, N. C. She not only gives lip service to the training of leaders but gives a detailed account of how it can be done.

- "Tell It to the Parents" is an account of 4-H Club parent-contact meetings in Preston County, W. Va., where County Agent Harry L. Propst has tried to evaluate this effort.

- Have you heard of the famous cardboard cow? She operates in the State of Michigan with the help of Jim Hays, who has worn out lots of cows but never an audience.

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The Housing Act of 1949

What does it offer the farmer? What responsibility does it place on the extension worker?

THE HOUSING ACT of 1949 came into being because of the need for homes—a need unprecedented in the history of this country. The law has six titles, only one of which deals with farm housing. The need for better housing in rural areas and the great desire of the people for good homes is self-evident to extension workers in their everyday contacts with farm families and was recognized by the Congress in the passage of the Housing Act.

The law attacks the problem on three fronts, all to be administered through the Department of Agriculture, thus integrating farm housing with the total farm economy and facilitating a coordinated approach through credit, education, and research. It authorizes loans and grants to farm owners for building, which will be administered by the Farmers Home Administration. It makes pro-

vision for further research—economic studies and surveys to be done in the Bureau of Agricultural Economics and research in construction and materials by the Agricultural Research Administration. Finally, the law provides for an expansion of the technical advice and assistance to prospective home builders, a job assigned to the Extension Service.

Extension's job on this new program will be no innovation. In the years since the war, housing programs have occupied a major place in most counties. Last year some 2,500 counties reported on housing activities in their annual reports. This included some 50,000 families helped in planning and building new homes and twice that number helped with remodeling problems. Nearly 400,000 families did some landscaping with the advice and help of extension workers. Modernization in such ways as electricity, new

plumbing, heating systems, kitchens, and bathrooms was widespread and involved at least 20 percent of all farm families. Comprehensive housing programs such as that described in this issue, now functioning in the State of Washington, have been developed in other States.

Under the new law these activities will be accelerated and new undertakings made possible. The limiting factors will be the numbers of extension workers and the need for more training in the field of housing. More and better materials will be available; more and better resources for financing can be brought to the attention of farm people.

Loans To Improve or Enlarge Farms

The law aims particularly to make better homes possible for the low-income farmer, a group with which the Extension Service has long been concerned. The loans are to be made only to farmers who cannot get credit through the usual channels. Loans are authorized to enlarge or improve the farm so that it can support a loan for better housing. Loans are also possible to make dwellings safe and sanitary, to remove hazards to the health of the occupants, their families, or the community, and to make repairs on farm buildings in order to remove hazards and make the buildings safe.

The Home Made Homes Program in Arkansas was cited as an example of what can be done by the Extension Service in the hearings before the Senate. During the past year, as Director Gates explained, more than 2,500 new homes have been built, nearly 6,500 homes remodeled, and 4,000 other farm buildings built, using home labor or native material or both at a savings which has made possible beautiful homes at low cost. In doing this, farm families have learned to use the materials at hand such as sand, gravel, stone, and timber. They have learned to interpret and adapt basic building plans made available to them. Annual training schools have been held in carpentry and masonry. Tours are organized to see the houses and encourage others to do likewise.



The Martin home-made home in Arkansas gets the finishing touches with the advice of Home Demonstration Agent Blanche Crain (right). Built of native stone and home-grown timber, mostly by family labor, the house cost approximately \$3,000 and has an estimated valuation of \$8,500.

A Case Report from the State of Washington

Extension Workers Focus on Housing

NEXT YEAR, when the last snow disappears and the rigors of winter give way to the gentle aura of spring, some 90 Washington farm families will put to use the information they acquired at 9 county extension housing workshops. The workshops, arranged by county extension staffs, were each of 2 days' duration and were held in October and November. The study and work sessions were directed by a trio of extension housing specialists: H. E. Wickers, in rural architecture; Helen Noyes, in home management; and Arthur J. Cagle, in farm management.

Need

Since 1940, the population has increased 43 percent. Many of the new residents are concentrated chiefly in and around cities, and many are classified as rural nonfarm dwellers. The Columbia River Basin irrigation project, begun in 1936 with the construction of Coulee Dam, supplied the first irrigation water to the Pasco pump project in 1948. It is estimated that by 1952, water will be available for 80,000 more acres, and by 1960, approximately half a million acres will be under irrigation.

Conditions during the Second World War also aggravated the housing problem. During that period only emergency repairs were possible, and many buildings sorely needed repair and modernization. Many houses were too small to provide adequate accommodations.

An Old Program Gets a New Twist

The improvement of farm homes and buildings has always been a part of Extension's educational program. The 1940's, however, intensified the need for enlarging the program to give people the help they wanted. In 1946, Director E. V. Ellington appointed a committee to develop a program pat-



The county 2-day workshop with a small group of prospective builders.

terned to the needs of the people. Membership was made up of a supervisor, home management specialist, agricultural engineer, horticultural specialist, extension economist in farm management, and three county agents (two men and one woman). Membership has changed from year to year, but the composition of the committee remains much the same. The first meeting, held in May 1946, emphasized three main points: (1) The agents needed training; (2) agents needed tools to carry out the program; and (3) the program was the responsibility of both men and women extension workers.

After the first meeting, the State's farm housing program was put into high gear. Teaching tools were developed, bulletins prepared, and exhibits set up. Press, radio, and magazine releases reached into the towns and country. Cooperative procedures were worked out with other departments and agencies that had a stake in farm housing, such as the Farmers Home Administration, Experiment Station, Bureau of Reclamation, Veterans' Administration, American Home Economics Associa-

tion, and the American Institute of Architects, to mention a few.

In February 1947, the first district training schools for all agents were held. Material was developed and presented to the agents to clarify the objectives of the housing program and explain the method of presenting housing information. At each school, a family or families were brought in to explain their problem. The agents visited the site or sites of the homes, and a housing plan was developed by the agents to meet the specifications and needs of the families. And, Washington's expanded housing program got under way.

The attitude of county staff members concerning their ability to assist with a housing program has changed from uncertainty to a realization that they can be of genuine assistance. Primarily they are teachers who are able to uncover the information and help that farm people require to build, renovate, and repair their houses and buildings.

Up to this point, the county workshop seems to be the best method of reaching the objective of the housing

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What Local Leaders Expect

An honest, straightforward statement of what 4-H Club leaders want in their county club agents, given by Mrs. Gladys Grant, local leader of the South Sangerville, Maine, 4-H Club at the State conference of club agents.

LOCAL LEADERS consider county club agents as the most important people in the whole 4-H organization. We make no exception of State or even Washington officials. We have direct contact with you in carrying out our work. You are our inspiration, our source of information; you listen to our woes and help us solve our problems.

You come to our counties for the most part fresh out of school. You are no longer boys and girls but men and women, well educated, with college degrees or their equivalents, ready to take your place in the professional world. You are on your own with decisions to make and, to our minds, a most important part to play in the guidance of our teen-age youth.

We accept you as directors in every sense of the word. We are mindful that you may sometimes lack experience, but we are confident of your ability. You will find that we respond well to capable agents who lead and inspire us. 4-H Clubs are voluntary organizations, and we are local leaders only if we wish. There is no "must" about it.

Show Enthusiasm and Interest

We expect you to show enthusiasm and interest in all things related to our work and play, and to share with us the thrill of our accomplishments. Pep, interest, and activity are necessary in holding the interest of young people.

It is a big event for us when you attend one of our meetings. Nearly all 4-H leaders are country folks. We work 6 or 7 days a week and many evenings. Especially during the school year, Friday evenings and Saturdays are the best time—in fact, often the only time we can hold meetings. We expect club agents to work with us when they can be the most help to us.

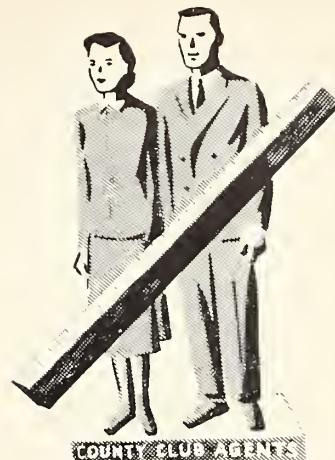
It is most helpful if the agent is always on time for the meeting, or if unable to attend a scheduled meeting, lets us know far enough in advance that we may plan something else. Often, our time is budgeted, or parents need to know definite hours for arranging for transportation for club members.

We anticipate your coming, knowing that you will contribute something worth while, renew our enthusiasm, lift our sights, and broaden our horizons. We do not expect club agents to know everything, but we do expect them to have a thorough knowledge of the 4-H organization and the subjects related to it. The agent who admits what he does not know, then finds out and sends the information, soon wins the confidence of the leaders.

Keep Us Up to Date

We depend upon you for up-to-date information such as changes in project requirements, contest regulations, or coming events. We like you to pass on to us all the helpful materials that you can. If new project books replace the old, we appreciate getting them so that our members may benefit from them. A youngster is discouraged if he finds that a friend in a neighboring club has more up-to-date instructions than he has been given. Sometimes we feel that you take it for granted that we know more about the work than we really do. Don't be like the young fellow who threw a kiss to his sweetheart in the dark. He knew what he was doing, but no one else did.

If you wish a program completed in a certain way or at a given time, let us know why. When we are given a reason, we respond better than we would to a form card stating that a report *must* be in the office on a given date.



You are the model, the measuring stick, so to speak, by which hundreds of boys and girls with whom you come in contact gage many things.

We admire the club agents who do not appear bored in explaining to us some phase of the work, although they may be answering the same questions that dozens of others have asked over and over again, or who listen with apparent interest to a demonstration we know they have seen and heard many times before.

The most satisfactory calls from the agents are those when they do not appear to be in too much of a hurry. We like to feel there is time for discussion of all our problems but don't expect the best results from home calls made at a time of day when the housewife or farmer must keep one eye on the clock and be thinking about the kitchen or the barn chores. We, too, have schedules to be kept with hired help, pigs to feed, and children to get to school on time.

We think it only fair that an agent give all clubs equal attention. This may be difficult, for some leaders are more demanding than others, and new leaders will need more help than the more experienced.

As we work with boys and girls at a most impressionable age, we hope you keep your standards high. Give us something to reach for. Correct English and good grammar have been a part of your training. Practice both for the benefit of us who need to be reminded.

We admire our agents who exemplify the 4-H teachings. 4-H teaches

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When the Family Works Together

PAUL GWIN, County Agent, Geary County, Kans.

IF THE entire family is interested, the chances for the success of the 4-H members are much greater. This holds true of any activity.

As years go by, more and more of our extension activities are planned for and get the combined support of the entire family.

Community 4-H Club meetings are planned so that the entire family will attend. Parents see and hear what their boys and girls are doing for themselves and for others. They see that the 4-H program is good and wholesome, and they encourage their boys and girls to do their best. They help their boy and girl select projects that will not only provide training but will develop efficiency on the farm.

The club member has 100 chicks out of the 300 in the brooder house. At first he does a part of the work of caring for the chicks under the direction of his mother or father. The next year he takes more of the responsibility in caring for the chicks, and by the third year almost all of the care of the chicks is turned over to the boy or girl, with the parents advising. This same cooperative plan is used in the growing of corn, wheat, and other crops. The 4-H member, with his 5 or 10 acres as a part of a large field, works in cooperation with his father in planting and caring for the crop. The mother and daughter work together in growing a good garden and in canning vegetables and fruit.

Dozens of farm boys are helping their fathers develop a good soil conservation program for the farm. Often they have convinced their fathers of the need for terraces, contour farming, and crop rotations. In most cases they have supplied the initiative and "go ahead" to get the job done.

Such 4-H activities as farm safety, health, home beautification, and elec-

trification require the cooperation of the parents and all members of the family to be a success, and we find in Geary County that 90 percent of the parents are glad to cooperate in these worth-while programs. They agree to have all dairy cows tested for tuberculosis and Bang's disease. They help enclose their well so that outside water cannot drain into it. They eliminate fire hazards about the house and farm buildings. They cooperate with 4-H members in locating accident hazards and eliminating them. They place fire extinguishers in buildings and first-aid kits on farm machines and in the home. They plan together the new uses for electricity in the home, the farm shop, and about the dairy.

The county extension agent or specialist who makes a farm visit to help plan the installation of a water system and bathroom is sure to get a more successful plan worked out if he can have the entire family look over the plan for making the installation rather than discuss the plan with only the farmer or his wife. If they meet together as a family, one member may suggest putting a shower bath in the basement. Another may suggest putting running water in the poultry house, another the best type of pump house; and in this way a better system is installed and all the family is satisfied and proud of "our water system."

The balanced farming plan that is developed by working with the entire family is usually put into operation.

It is the job of an extension worker to develop family cooperation; to train and educate our young people to know that this is the procedure they should always use when planning things that will affect, influence, or concern the other members of the family; that the home is the basis



of democracy; and that if we cannot and do not work together as a family unit in planning the business, the pleasure, the conveniences, and the educational program of the entire family, we can hardly expect good cooperation in developing effective community, State, and national activities and in handling governmental and social problems.

The successful extension worker has developed a program that has brought the family closer together, to work as a unit in making plans, to attend meetings together, to confide in one another, and to cooperate in both work and play. Families of this type are contented. They respect and honor the organization that has helped them develop this "family unity and family spirit." They will build stronger communities and stand for true democracy in government.

Extension work has grown in the past 30 years. Instead of spending all our time on details, such as culling chickens, vaccinating livestock, growing pigs and crops, how to make a new dress or bake a loaf of bread, we spend more of our time in developing boys and girls, men and women, to have the proper attitude toward one another, to trust one another, to cooperate in planning their business and pleasure, whether it be in the home, the community, or a larger group.

The extension worker who tries first to train families to work together and have receptive minds will get more progressive ideas into practice than he could possibly get otherwise.

Farm Women Meet at National Council

DOROTHY L. BIGELOW, Associate Editor, Extension Service Review

THE FIRST POINT in the program adopted by the 2,500 women who attended the annual meeting of the National Home Demonstration Council was for an expanded family life program. "For," said they, "living successfully in the family group is basic to good citizenship in the local and world community."

The meeting in Colorado Springs was inspiring, from the opening song, "O beautiful for spacious skies, for amber waves of grain, for purple mountain majesties above the fruited plain," to the final adoption of a down-to-earth program for 1950 and the choice of Biloxi, Miss., as the place for the 1950 annual meeting.

In making their recommendations for the 1950 program, these women, representing 40 States, Hawaii, and Puerto Rico, made the plea that "we all take care not to clutter our homemaking program with so many other things that we neglect our education in the field of homemaking and its enlarged activity."

Health and Safety

Other points in the nine-point program included local programs to meet the needs and interests of all age groups; State committees on health and safety to develop a program of mental and physical health as affected by nutrition, housing, and medical and hospital services; and an accident survey on the farm and in the home.

They asked for a year-round information program to tell the story of home demonstration work and for another Home Demonstration Week next year. They voted to continue their efforts to interest well-qualified young women in the job of home demonstration agent.

Their interest in the international situation was reflected in the recommendation for further study of international relations. They wanted more knowledge and more interpretation of

the objectives and purposes of the United Nations and its affiliated organizations. They asked all members to give special attention to the foreign peoples who came to live in their communities.

A closer cooperation and better understanding between rural and urban women was set as a goal to accompany the gradual expansion of home demonstration programs into urban communities. All women were called upon to assume their responsibilities as informed and active citizens.

The meetings themselves had many values for many women. A pretty young woman from Mississippi told me at lunch one day that she was getting ideas and inspiration by talking with women from other sections of the country. She herself was a native of New Zealand, which she had left 6 years ago when she married a man in the service of Uncle Sam. As we talked, she said: "I'm just a housewife; but I should not say 'just a housewife,' for I'm proud of my profession, and I do think it is a profession." This attitude was typical of the women there.

"Home, the fountainhead of democracy" was the theme of the meeting and the theme for the talk given by Mrs. Anna C. Petteys, homemaker and copublisher of the Sterling (Colo.) Farm Journal. She has been interested in the work of the United Nations and has attended several sessions in this country, as well as one in Paris. After tracing the development of democracy in the United States, she said: "Democracy has always been nurtured in the home, and we still are working to give equal rights to all men. It is most encouraging that we in America are now expressing our growing appreciation of our freedom and the rights we enjoy by extending it to other people in other lands."

Director M. L. Wilson told the women that the concept of a good homemaker had broadened to include good citizenship, not only in the home community but in the Nation, and even in the world as a whole. He cited the increasing interest and study in developing programs to study rural policy, public problems, and general welfare.

Another member of the Washington extension staff, Elin Anderson, rural health specialist, emphasized the importance of good health in the home. She said:

"A world safe for democratic living is a world of secure homes where children are free to grow strong of body, courageous of mind, sensitive of spirit to human and social justice. I am sure that these were some of the things that the men who drafted the constitution adopted by the World Health Organization had in mind when they defined health as a state of complete physical, mental, and social well-being, not merely the absence of disease and infirmity. Such a definition recognizes that a sick society can breed sick people. It extends horizons of health to include peace of mind and peace on earth, good will to all men."

Security From Fear

"They know that only in those homes where love abounds and where there is security from fear and anxiety can children grow in social and spiritual as well as physical health, and be ready to bear the responsibilities as well as the satisfactions of maintaining and expanding democratic living at home and abroad."

"This new concept of health for democratic living opens new frontiers for democratic leadership for every homemaker. For it is the homemaker who is the guardian of the health of her loved ones. She is the one who watches with anxious eye the restlessness of the new baby, the signs of fever in the child home from school with a cold, and the drawn face of her husband after an injury at work. Often she has sought help from her home demonstration agent in obtaining information about good health practices, care of common illnesses,

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An Extension Service Is Born

"We must embark on a bold new program for making the benefits of our scientific advances and industrial progress available for the improvement and growth of under-developed areas," said President Truman in his inaugural address. This is an account of how some of the scientific advances in agriculture are being made available to the farmers of El Salvador through the cooperation of the United States and the Government of this Central American republic.

EXTENSION work began in El Salvador, a small Central American nation to the south of us, about 2 years ago, November 1947, to be exact, when Vernon D. Bailey, extension worker from the United States, arrived and went to work. Starting from scratch, for there was no agricultural school of a high school or college level to train agents, Mr. Bailey sent out, on last August 15, the first local agent, Francisco Vasquez. He left on horseback to live and work in a remote and mountainous section of the Republic. By January 15, Mr. Bailey plans to have 6 of the 14 departments served by an extension agent. Agents will be located in each of the departments as fast as they can be trained.

Agents Get Practical Training

The agents are chosen from among the young men who have lived on farms and taken some training in practical methods. A few have attended the Zamorano United Fruit School in Honduras. They have been given practical, on-the-job training, including both methods and subject matter, by Mr. Bailey.

The way was paved for these new agents during the past 2 years. This is shown in the more than 1,200 letters received from farmers last year asking all kinds of questions. This is an area where illiteracy is high. During the first year of its existence, the Extension Service made contacts with more than 15,000 people.

The first thing the new agents will

do is to make a survey of all the farms in their department. This survey will acquaint farmers with the work and the agents with the farmers. From the information obtained, the agents will select the problems that the people most need to have solved and start a series of demonstrations. A departmental planning committee of local farmers is to be established early in the term of service.

The agent maintains his office in the largest town of his department. His office has the familiar bulletin rack and desk but differs from the usual agent's office in that his bed and a portable cupboard for his clothes are in one corner. These first agents are single men between the ages of 20 and 30.

The agents are distributing seeds of improved strains of corn, rice, sorghums, sweetpotatoes, sugarcane, papaya, coconuts, and other crops that have been developed at the experiment station. Much research work has also been done on coffee, and the new agents are resolved to get this valuable information "to every coffee finca in the Republic" in a way in which it can be used.

Some of the first demonstrations started are on poultry houses, better breeds of chickens, the value of green legumes as a cover crop and soil builder, and new varieties of seed. The agents have in mind the use of visual aids such as movies at meetings, the holding of tours, fairs, and field days, and the organization of cooperatives.

The establishment of the service represents 6 years of work by a small



Agents often ride 20 to 30 miles to visit a farm.

group of American agricultural experts jointly supported by the Republic of El Salvador and the United States Department of Agriculture. Last year the United States provided about \$30,000 and El Salvador about \$153,000.

Headquarters are at Santa Tecla, 9 miles from the capital, San Salvador. It is known as the Centro Nacional de Agronomia. Two crop-testing farms try out various methods and seeds on both good land and poor land. At present 6 Americans and 150 Salvadorans work for the centro. The Americans are experts in chemistry, horticulture, plant pathology, agronomy, engineering, and extension.

Many of the problems of the country are wrapped up in that age-old quest for food. More than 2 million people live on food produced by an area the size of the State of Maryland and often produced under primitive, inefficient conditions. We have the know-how to improve their yields, and the good neighbor exchange is even now at work.

Much depends on this small group of new agents starting out to bring to fruition in one small place President Truman's Point Four.

• Missouri's loss—North Carolina's gain: George D. Jones, extension entomologist in Missouri for the past 19 years, recently accepted a similar position in North Carolina. Mr. Jones served as a captain in the Sanitation Corps of the U. S. Army Medical Department during the Second World War.

4-H Southerners Visit Land of Tall Corn

An exchange of 4-H Club members for 1 week of the summer was begun this year between Haywood County, N. C., and Washington County, Iowa. How the idea worked out for the visiting North Carolinians is here described by William S. Humphries, assistant editor, North Carolina.

THIRTY-EIGHT 4-H Club members from Haywood County, N. C., accompanied by four adults, spent a week last summer living and working on farms in Washington County, Iowa, in what was perhaps the first major interstate exchange project ever undertaken by any 4-H Club group.

Next summer a group of Washington County boys and girls will go to Haywood County to return the visit.

The unique project was planned by Club Leaders L. R. Harrill, of North Carolina, and Paul C. Taff, of Iowa, as a step toward broadening the understanding of rural young people in the two counties. The leaders agree that results to date have far exceeded their original expectations.

The Tar Heel boys and girls left Waynesville by chartered bus on July 19, each paying his or her own trans-

portation. They were accompanied by four adults: Elise DeLozier, assistant home agent; Joe Cline, assistant farm agent; and Margaret Green and Carl Ratcliff, local leaders.

During their stay in Iowa they lived in the homes of 4-H members and took part in all farm work and community activities just as they would have done at home. Thus they were able to obtain first-hand information about the farming systems and practices of the Midwestern State and to learn something of the problems, attitudes, and accomplishments of its people.

The North Carolinians also answered many questions and gave out much information about their own State. In their numerous personal contacts and in club and community meetings that they attended, they frequently were called upon to tell about their folks back home and the farming methods followed there.

Most Iowans know about western North Carolina only through such sources as movies, novels, news stories, and folklore.

But when nearly twoscore clean-cut, lively, bright young club members from this area invaded the Corn Belt they opened the eyes of everyone.

One of the most significant points observed was the way the Washington County local leaders, officers, and members caught the spirit of the project and shouldered responsibility to see it through. They showed amazing ingenuity in planning and carrying out activities to promote the purposes of the exchange.

Washington County extension leaders, including Ruth Foster, Floyd Goodell, and Gus Alsip, also did an outstanding job in enlisting the aid and cooperation of various local organizations, such as Rotary, chamber of commerce, farm bureau, and YMCA. The exchange finally became a county-wide project.

Mr. Goodell, who is county extension director, described the visit of the Haywood County group as "a most enjoyable and enriching experience." "We perhaps gave the folks a busy time," he said, "but they gave us an equally interesting time."

The editor of a Washington County newspaper summed up the thoughts of many when he wrote:

"Whoever thought up the idea of bringing those North Carolina youngsters to Iowa for a week's visit is entitled to credit and acclaim. It may well prove to be a bigger idea than was at first anticipated. Why shouldn't it be enlarged? Why can't this become a major project of the 4-H Clubs, an annual visitation that will give all members a chance to see what goes on in other agricultural sections? Here is education at its finest. This call from the Carolina boys and girls, judging from all reports, is being counted a grand success. And that success, we all hope, may grow into something big and significant—locally, nationally, and internationally."

New Dress Movie in Color

U. S. D. A.'s Motion Picture Service announces the release of **TRULY YOURS . . . THE DRESS THAT FITS**, a 16-mm. sound film in Kodachrome. The picture shows the fitting points to check when buying ready-made dresses, and alterations that may easily be done at home to make them fit you. The picture was sponsored and supervised by the Bureau of Human Nutrition and Home Economics. Prints are available from Extension Service film libraries.



The Tar Heel youth in front of the Court House ready to set sail for the land of the tall corn.

Accent on Clothing

A TRIPLED amount of home sewing has focused attention on clothing activities. Fabrics and finishes never seen before send the homemaker to her home demonstration agent. How shall I sew this new fabric? How shall I clean it? How long will it last, and is it worth the price? she asks.

At the same time, the retailers down the street are looking to see if we are really making better buyers out of those women and girls or just making snooty customers who don't know whereof they speak. Psychologists wonder if we are increasing frustrations. They feel that advertising is doing well enough on that. Sociologists bid us mind the human values. Economists hear us talk of a cotton dress and ask if we know the price of cotton.

These are the challenges of today. How are we meeting them?

In 4-H Clubs, it means handling the course and projects for the girls on the basis of their abilities and interests.

Nowhere is there greater realization that the attention must be centered on the girl. If the beginner's interest in sewing can be caught, the way is smoothed for the following years. What are her interests? How long do they last? What are her capabilities? What kind of skills can she successfully acquire? One university is in the process of research on the girl of this age. The Extension Service has just begun a study of the interests and needs of the beginning 4-H project member. Clearly there is need for more research on the interests and abilities at the various age levels.

Techniques for home sewing are being developed to cut down on the length of time it takes to make a garment and at the same time have a better-looking product. This development is focusing attention on accuracy in measurements, on accuracy in cutting and handling cloth, and on streamlining the sewing processes.

Even in the field of techniques, the program emphasis of today is not on sewing as an end in itself but on what effect it has on the woman's total

What are the trends in extension clothing activities? Alice Linn, extension clothing specialist, U. S. D. A., gives her answers based on her talk given at the annual meeting of the American Home Economics Association.

satisfactions. Clothing projects are judged by such questions as: Will increased skill release time for community activities, for reading, or for listening to the radio? Will the girls feel successful about the first garments they make and eager to make others?

Our contribution to better living is being strengthened. The sewing center in the home is important because it makes the home less chaotic. What is important about a dress except that it enriches the life of the one who wears it? This dress may be all tied up with family affairs, social life, labor conditions, chemistry research, and the price of wool.

Today a need is felt for a better understanding of the interrelationship of the clothing and textile field with the social forces of our times. One university clothing department includes a sociologist on its staff. The same department is working out joint projects with the psychology department. At Michigan State College a seminar on the development of studies and research in the sociological aspects of clothing was held last summer. These are straws in the wind indicating that this field of work is opening up.

The time is ripe for helping consumers. The experience of women and girls in home sewing is giving them a more critical and informed approach to buying fabrics and ready-mades. They know a skimpy cut, an off-grain section, and seams that are not right. They can speak from experience because they have handled fabrics and they have actually constructed garments.

Home sewing has awakened their interest and a pride in their own knowledge. This, and the interest of the retailer in establishing satisfied repeat customers, make a nice combination. Supplies are plentiful; prices have softened somewhat. Retailers wish to know what consumers want, though not necessarily what home economists think they should have.

But the picture is not all rosy. Women are timid about expressing themselves to the salesperson. Often they have come to the store with too little thought, so they do not have their needs and information well enough in mind. It comes easier for them to tell their home demonstration agent what is wrong with the item they have bought. Can we give effective training on how to make a purchase and how to make a justifiable complaint? Certainly, manufacturers and processors can only improve their products to the extent that they are informed about failures in actual use.

Educating Salespeople and Customers

On the other hand, salespersons are often uninformed and assume a defensive, superior attitude that is discouraging to the customer. Printed information may be inadequate, confusing, or totally lacking. The lag between the customer's ability to understand terms she reads on labels and her first-hand knowledge of how she wants an article to perform is a real handicap. One Wisconsin clothing specialist spent several days in a store holding meetings with the salespeople, interpreting labels in terms of actual usefulness in buying and care. During the same period she held similar meetings with the store's customers, giving them identical information. Although personnel in educational agencies is too limited to develop this practice, there are often opportunities to demonstrate that education of both the customers and salespeople is practicable.

Consumer buying cannot be considered in a field by itself. Changes in price trends and price structures are important variables which must be taken into consideration. Program planning of today considers such ques-

tions as: How are these changes affecting the retailer, the manufacturer, the consumer? What is the standing of the family financially? What non-clothing items are competing for the family pocketbook? Is the best quality necessarily the best buy?

There is need for research on the costs involved in obtaining higher quality. The "consumer speaks" program raised the question, "If I get what I want in a house dress, how much should I expect to pay?" Research has already shown that the highest price does not always give highest quality. More specific information on what makes up the price will lead us toward more realistic teaching.

Home economists are the key leaders in research on end use, performance, and care. We are key leaders in teaching these subjects. We are obligated not only to teach what is the proper care but to set up what is reasonable care. We must combine the scientific and the practical.

As the ultimate goal is better living for all the people, the masses of people must eventually be informed and stimulated. I should like to mention one important factor in doing this effectively—the matter of timing. There are always current styles and interests that reflect good clothing practices and are the fruits of clothing research. Are we capitalizing on them, or are we working on some pet theory that is basically sound but dead at the moment? Such interests as functional designs in clothing, manufacturers' interest in sizing and fit, textile manufacturers' attempts to develop fibers and finishes for specific end use, the general interest in time and motion studies are a few that offer such opportunity. For example, young veterans are interested in clothing. They went to war and wore clothing that was comfortable and suited to the purpose. Manufacturers are also using the result of war experiences with cloth and clothes designed for the purpose. Are we taking advantage of this interest by putting a big push on selecting for use? When the wheat is ripe the farmer cuts wheat. When the berries are ripe other work waits. It is highly important for us to recognize the trends and to act accordingly.



ROSE S. FLOREA, Assistant Agricultural Editor, Missouri

"ACTIVE home economics extension clubs have interesting and helpful news for their neighbors," says Home Agent Mildred Jackson, of Callaway County, Mo. "But they don't always know how to tell it."

To help reporters and presidents of the 33 home economics clubs in her county report newsworthy events, Mrs. Jackson conducts an annual training meeting. In this work she has the help of Miss Brooks Ann Cole, city editor of a Fulton daily paper, whose rural background enables her to work understandingly and well with rural women.

During the year, reporters send their notes direct to Editor Cole who can spot a good story at a glance. Guided by a county map, on which are located the homes of the presidents and reporters of the clubs, Miss Cole quickly gets details and pictures of newsworthy stories and uses them wisely throughout the county.

But the home agent and the editor are not the only ones who recognize the value of a good story well told. Said Mrs. J. D. Link, president of Fillmore Busy Bee Club: "After seeing the excellent reports of a neighboring club, I decided to visit them to find out about their extension home economics program, which was getting such fine results. To my surprise, I found they were doing much the same things my own club was doing—learning better homemaking, sponsoring school lunches, promoting better community health and recreation, and many other activities that make for better home and community living. The difference was that they

knew how to tell others about these accomplishments."

This year the club reporters, with the help of Miss Cole, told of the accomplishments in extension home economics work in six local newspapers. These newspapers have a combined circulation of 135,000. Besides these local newspapers, State-wide newspapers and periodicals also carried stories of the accomplishments of this group of 700 rural women participating in extension home economics work.

Miss Cole has gained wide recognition for her ability to report the achievements and activities of the rural women of Callaway County in their work of building better homes in better communities. Recently she was asked to aid in the publicity of the international organization, the Associated Country Women of the World.

The national publicity committee for home economics extension chose to feature the home economics news story at the American Home Economics Association Convention in San Francisco last June. Because of her wide and effective use of the home economics news story in telling of extension teaching, Mrs. Jackson was asked to send a picture story of "how she did it" as Missouri's entry.

Mrs. Jackson lays a part of this successful record to her habit of taking reporters of local newspapers and other publications with her on tours or to special meetings and introducing personally every new club president to the reporters, newspapermen, and women of their community.

Electricity Was the Missing Link

Local leaders are the backbone of the home demonstration program. Trained in new skills and knowledge, they have led their neighbors to new opportunities for better living. This experience often leads them to other fields of service, as it did for Mrs. Sears, who decided that electricity was the missing link for rural women in attaining higher standards of living. This is the story of Mrs. Sears, a local leader.

MRS. OSCAR SEARS, of route 2, Bentonville, Ark., so firmly believed that rural electrification would raise the standard of living for rural people that she did something about it. She recalls discussing this matter in 1935 with Mrs. Mabel Hudson, then home demonstration agent of Benton County, in her yard after a club meeting. Their general conclusion was that the lack of electricity was the missing link in helping rural people to raise their standards of living.

The only way to get electricity, she concluded, was to have farmers work together through the Rural Electrification Administration plan. So, leaving her home early each morning, she went from farmhouse to farmhouse urging residents to join in seeking extension of power lines. Today the Carroll Electric Cooperative Corp. serves 9,000 farms in 9 counties, 7 in Arkansas, and 2 in Missouri. In the way of comparison, Mrs. Sears relates that from March 1948 to March 1949 this cooperative served as many

members as during the first 7 years of its existence.

After serving as vice president of the Carroll Electric Cooperative Board, she became president of the board in January 1946. This was the first time a woman had held the position as president of the board in the Nation. She began serving on the board in 1938.

Mrs. Sears is a native of northwestern Arkansas. According to her statement, she has moved only once in her life—when she married and left her home at Elm Springs to go to the Sears farm near Bentonville, where her husband was born and where his parents had lived for 50 years. The old farmhouse on a 200-acre plot of land was remodeled and enlarged to make room for their two children, Jo Ann and Billy.

Some of the farm activities carried on by the family and tenants are the growing of poultry broilers, hogs, saddle horses, dairy cattle, fruit crops, and pastures. In addition to her duties as a homemaker, Mrs. Sears has taken an active part in the local home demonstration club. She served as president of Benton County Council of Home Demonstration Clubs, at a time when there were 49 clubs with a membership of 1,528. During 1946-47 she served as State secretary and treasurer of the Arkansas Council of Home Demonstration Clubs.

In a speech at Star City, Ark., Mrs. Sears said: "When the opportunity for obtaining electricity on the farm presented itself, the modern farm woman was ready. With years of training in home demonstration clubs and as a leader in 4-H Clubs involving the training of thousands of boys and girls, she had learned to use the best methods available in home management, home economy, family rela-

tions, health, citizenship, and farm management."

Mrs. Sears so firmly believed in the manager of the Berryville Rural Electrification Cooperative, Russell G. Gates, that she wrote a letter of recommendation, entering him in a contest as having done "The Best Job of Good Public Relations for the REA Cooperative as Manager." In August she was notified that her letter had won the contest, winning \$100 for herself and \$250 for Mr. Gates. His picture appeared on the cover page of the August issue of the Cooperative Power Magazine.

Mrs. Sears declares that she will continue her efforts until every farm home in the Carroll Electric Cooperative area has access to electricity.

Extension Workers Focus on Housing

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program. Here's the way it works: The agent signs up a small group of farm families who are willing to attend a 2-day housing workshop. Materials developed by specialists and their use in solving problems of other farm families are demonstrated. Then, each family concentrates on its own problem with the help of an agent or specialist. In this way each family is given individual attention and, at the end of the workshop has developed a housing plan tailored to its own needs.

Since 1946, one man and one woman agent in every county have been given special training in housing at 2-day district conferences. Fifty-eight result demonstrations have been set up in 18 counties. Virtually every daily and weekly newspaper in the State is eagerly using material on housing pre-



Mrs. Oscar Sears.

pared by the Extension Service. Thirteen counties have held workshops for farm families. These are in addition to the ones held in October and November 1949. With the co-operation of the Bureau of Reclamation, three farmsteads have been planned for development farms in the Columbia Basin irrigation project.

The Washington Extension Service does not propose to rest on its achievements thus far. The program will continue to expand, and housing plans and other materials will be developed on the basis of the needs that are found in the field. Workshops will be used to determine what these needs are. Extension agents have found that there is a great need for developing a better educational program in home furnishings, particularly those of low cost. There is also a continuing demand for landscape architecture. Director Ellington and the Farm Homes and Buildings Committee want to do something about that.

A rich store of experience has been gained since the intensified housing program got under way. The agents realize the need for visual aids and other teaching tools to make an already effective program stronger. These will come as funds and personnel become available.

Anniversary Celebrations

The twenty-fifth anniversary of extension work in a number of South Dakota counties has furnished the occasion for interesting and stimulating home demonstration achievement days. Each of the women in the county who have a 25-year record is given a 25-year citation in the form of a certificate signed by the director, the home demonstration leader, and the county home demonstration agent. The women have accepted these with pride, writes Miss Nellie McLaughlin, assistant State home demonstration leader.

The celebrations include writing up and presenting the history of extension work in the county; events such as style shows featuring the fashions of 25 years ago, as well as of today; and introduction of the 25-year clubs, along with presentation of the awards.

Farm Women Meet at National Council

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home care of the sick, safety, and home sanitation."

Moving now from our own homes to our responsibility in world affairs, Director F. A. Anderson, of the Colorado Extension Service urged the women to consider: "What can we do as individuals and as members of organized groups in attaining the objectives for which the United Nations was created?"

Recently returned from Germany after 2 months' work there, Mrs. Raymond Sayre, Ackworth, Iowa, president of the Associated Country Women of the World, warned convention members that the situation in Germany was "explosive" and offered one of the real sources of danger in the future. She said that the return of the Germans to a place of respect depended partly on what they did and partly on our attitude toward them.

"Part of what is wrong in Germany is wrong in all civilization—a civilization that has allowed material security to take the place of moral values," she also said.

At the international tea the first afternoon, the Boulder County club presented a pageant emphasizing that in knowing and understanding women of foreign countries, their customs, their history, and their daily lives, home demonstration clubwomen can promote the universal desire of others for peace. A series of tableaus portraying women of seven different nations was presented against colorful back drops with typical scenes from each country.

In its wise planning the council allowed time for play during the week. Cooperating with the Colorado clubs, the Wyoming women entertained at a get-together one evening by singing and square dancing. Boy Scouts from La Junta gave Koshare Indian dances.

Another evening the groups enjoyed the ice show at the Broadmoor Ice Palace.

Under bright stars and with a full moon shining down, delegates ate a chuck wagon supper in the Garden of the Gods in the shadow of Pikes Peak. Entertainers sang and played instruments in the real cowboy style, the

audience seated around a glowing campfire joining in on such familiar tunes as "Home on the Range." They also sang one hymn, "In the Garden." Cowboys climbed to the top of a huge rock and, with the lights turned on them, sang "Riders in the Sky." At the close of a perfect evening all joined hands and sang "Auld Lang Syne."

Immediately after the National Home Demonstration Council meeting, the eleventh annual meeting of the Country Women's Council of the United States, which is a member of the Associated Country Women of the World, was held. Delegates from the United States, the Netherlands, Kenya, New Zealand, Great Britain, Sweden, France, Canada, and Denmark attended. Mrs. Spencer Ewing, Bloomington, Ill., chairman of the council, presided.

They Ask For More

A 3-week summer school for Negro in-service agricultural extension workers held at Alcorn Agricultural and Mechanical College, Mississippi, August 15 to September 2, enrolled 62 county farm and home demonstration agents from Mississippi, Tennessee, and Arkansas.

They studied "Planning Extension Programs," with T. M. Campbell, Tuskegee Institute, as instructor; "Developing Balanced Farm and Home Plans," taught by Dr. J. R. Otis, former State leader, Alabama, and now president of Alcorn, assisted by Mrs. Z. P. Price, Alcorn's director of home economics and teacher training; and "Objectives and Procedures of Extension Service," taught by H. J. Putnam, of Mississippi State College.

The agents liked it so well that they adopted resolutions requesting that an annual program of in-service training for all Negro extension agents of the Southern region be a permanent part of Extension Service training; that agricultural courses in State colleges include extension methods, policies, and demonstrations; and that in both the regular college courses and the summer courses strong recreational courses suitable for 4-H Club members and adults be included.

A similar course was offered at Hampton Institute, Virginia, in July.

Science Flashes

What's in the offing on scientific research, as seen by Ernest G. Moore
Agricultural Research Administration



Insectproof Cotton Bags

A new treatment has been worked out for cotton bagging material that makes it insectproof. Chemists at the Southern Regional Laboratory worked with department entomologists and came up with a bag that kept flour free of insects for 7 months in a room teeming with thousands of hungry flour beetles and moths. An untreated bag in the same room for the same time had been visited by 563 insects. Flour millers and others who use cotton bags for storing foods and feeds see in this discovery the possibility of reducing the tremendous losses and spoilage from insect infestations.

Better Livestock Grazing

Control of range brush and weeds has proved the most effective and profitable range improvement practice so far developed at the Woodward, Okla., field station. One application of 2,4-D will eradicate 50 to 90 percent of the sagebrush and many of the other weeds. Grazing profits have been twice as great on the pastures where the sagebrush has been cleaned up. Grazing studies with different grasses showed that one group of steers gained 100 pounds apiece during the winter months on pure Texas bluegrass without cottonseed cake. Those grazed on native range with 240 pounds of cake gained only 60 pounds each during the same period. These research results were among those reported recently during the thirteenth annual range improvement field day celebration at the Woodward station.

More Fruit Essence Soon

Consumers should soon be getting food products with finer fruit flavors. Changes in the alcohol-tax laws, ordered recently by Congress, now permit manufacture of fruit "essences" without payment of the \$9-

per-gallon tax. Department scientists expect that the new regulations will result in rapid expansion of the fruit-essence industry and in tastier fruit-flavored foods on the grocer's shelves. A process for recovering and concentrating the volatile flavor and fragrance constituents of fresh apples and of grape juice was developed at the Eastern Regional Research Laboratory. These essences can be used by food manufacturers to improve the taste and aroma of fruit products, such as carbonated beverages, candies, ice cream, ices, sherberts, table sirups, and jelled desserts. A number of commercial companies are ready to make concentrates from apples and other fruits.

Potato Chips

Some varieties of potatoes make better chips than others. ARA plant scientists have known for some time that temperatures at which potatoes were stored influence the quality of chips made from the potatoes. Recent work shows that the color, yield, and oil content of chips are also influenced by the variety from which they are made. Russet Rural and Seabago make light golden brown chips. Russet Burbank gave the best yield of chips, and those made from this variety absorbed less oil. Katahdin rated low on color.

New Foods from Dairy Products

Foods for the future, from soup to ice cream, all made either from whey, skim milk, or buttermilk, were tasted and examined by members of the Dairy Fieldmen's Association of Virginia on a tour of the U. S. D. A.'s dairy products research laboratories the other day. The foods included cream-style soups; tomato-whey beverages; potato-skim-milk wafers; two kinds of cake, one made with whey and the other with skim milk;

buttermilk ice cream; and fudge made with whey. Enormous quantities of these byproducts are wasted annually or fed to livestock.

Apple Bruising Reduced

Damage to apples from bruising during picking, handling, and packing may be greatly reduced, plant scientists of the U. S. D. A. have found. Recommendations based on studies in the Pacific Northwest have been made available to apple growers and packers. Scientists found bruising damage greater after apples were taken to the packing line than in the combined operations of picking, hauling, and handling. Dumping, dropping from one level to another on conveyor belts, and hitting various parts of moving equipment accounted for the greatest number of bruises.

Southern Byproduct Dairy Concentrates

A dairy ration containing byproducts from southern crops can replace one with 70 percent of grains, with a saving in cost and no reduction in amount or quality of milk produced.

The byproducts mixture consisted of 375 pounds each of dried citrus pulp and dehydrated sweetpotatoes and 125 pounds of peanut meal and cottonseed meal. This was compared with a standard grain mixture of 400 pounds of corn meal, 300 pounds of ground oats, 200 pounds of wheat bran, and 100 pounds of cottonseed meal. Hay or silage and hay were fed with the concentrates in the same amounts in both rations. The average production of 18 Jersey cows on the byproducts mixture was 22.8 pounds of 4-percent milk a day for each cow. On the grain the average milk production was 22.7 pounds.

The cost on the nutrient basis was 27 percent more for the grain than for the byproducts.

Paving the Way Pays Dividends

SPENDING 2 days in Kansas and making a total of 32 recorded interviews, a Chicago radio farm director, Hal Totten from Chicago, went away happy. But it did not just happen. When a letter was received from Mr. Totten about a month before his appearance, Assistant Editor Grant Salisbury began to work. A specialist was scheduled every 20 minutes from 9 a. m. to 4 p. m. the first day and from 9 to noon the second day. Totten was handed the schedule upon arrival, and he looked it over while his engineer set up the tape recording equipment. A secretary was stationed outside to act as receptionist and keep the specialists moving in at the scheduled time. She also called them just to be sure they would be on hand at the appointed

time. Specialists picked their own topics. Each prepared a list of five or six questions on the topic which he handed to Mr. Totten at the beginning of the interview. In conducting the interview the farm director asked the questions and the specialists, naturally, answered them.

By noon the second day 28 tape-recorded interviews were finished, and in the afternoon they carried their equipment direct to offices and made 4 additional interviews on balanced farming.

The smooth operation was due to enough advance notice so that a definite schedule could be set up early and the fact that a secretary was provided to remind the specialists of their appointments and to provide them with definite information.



● **MISS JANE HINOTE**, of Missouri, retired July 31 after 26 years as State 4-H Club agent. Before that she served as home demonstration agent in Cape Girardeau and Johnson Counties and as district agent in southeastern Missouri. In 32 extension years she has acquired a circle of friends throughout the State and the country who wish her many more years of continued success in all she chooses to undertake. She leaves a record of high standards and good teaching methods which have contributed to the increase in enrollment from 6,587 to 35,000 and the steadily growing number of boys and girls who complete their work, which is now 70 percent of the membership. A graduate of Columbia University, she has always been interested in professional improvement, having done graduate work at both Chicago University and University of Missouri. We have an idea that her habit of learning new things and helping the young folks will stay with her and ever enlarge her circle of influence.

What Local Leaders Expect

(Continued from page 213)

members thrift, account keeping, planning for the future, and to live sensibly. Nothing points up our clothing program more than the agent who is dressed appropriately for the occasion both at the office and in the field. We find that many of our club members are becoming more and more color-conscious and are quick to notice costumes that are not reasonably harmonious.

When we call on you we are impressed to find your office reasonably neat, systematic, and businesslike in appearance. In meeting people we like you to be friendly and cordial but to have reserve and poise. This is as important in the office as at meetings or calling on a bank president, club member, leader, or parent.

Do make it a point to speak to the shy and the less brilliant club members. It means much more to them than to the more confident and fortunate members. It's human nature to want to be recognized. A few words of encouragement often help both leader and member through a discouraging situation, and a word of appreciation always lifts the spirit.

The majority of club members are

in the age of "hero worship." You may be the ideal to some boy or a "knight in shining armor" to some girl; or if you are a woman, you can be the type a boy dreams of marrying some day or the example the club girl copies from the way you do your hair to the shoes you wear, the inflection of your voice, or your conduct in public. So groom and conduct yourself with care, that you may set a good example; for they will copy your clothes, your mannerisms, your courtesies, and your speech.

You are the model, the measuring stick, so to speak, by which hundreds of boys and girls with whom you come in contact gage many things.

● October 1 marked the end of 27 years with the Pennsylvania Extension Service for **MABEL C. McDOWELL**, who retired as a clothing specialist. Miss McDowell is a charter member of the American Home Economics Association. Among her many interests are books and travel, and she has traveled in the United States, Canada, and Europe. Miss McDowell will continue to live in State College.

● **JAMES M. GRAY**, who had represented 4-H Club work in the western region since December 1947 for the Division of Field Coordination, Federal Extension Service, passed away on Saturday, August 27.

Mr. Gray graduated from North Carolina State College in 1910 and served the State extension service from 1917 to 1922 in the capacities of county agent, district agent, and assistant director.



New Y. M. W. Bulletin Off the Press

Dotty and Dick are costars in the picture story featured in Extension Work With Young Men and Women, a U. S. D. A. publication (PA 73).

Here is a tool to help you. Keep it on hand for general facts on the needs and problems of young folks and also for specific program ideas. Give it to your committeemen, to other important men in town, and to officers of local groups. It has ideas for all of them.

"This is a strategically important group in rural society deserving the same proportionate time and effort on the part of extension as 4-H Club members and adults," reads the top extension policy document (Joint Committee Report on Extension Programs, Policies, and Goals).

